In the Claims:

1-17 (Cancelled)

18. (Currently Amended) A method of displaying a programming guide of channel content in a distributed network, the method comprising:

receiving content tag information prior to receiving <u>channel</u> content ~~to which a tag is directly appended, wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information~~;

evaluating <u>the</u> content tag information~~, wherein evaluating the content tag information comprises implementing a user profile comprising~~ <u>based on</u> a stored profile of preferences <u>for a user</u> ~~selected manually by a user in user-assigned order, selected automatically based on user history, and updated automatically based on updated historical information, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude and at least one programming type to exclude~~; and

displaying a personalized programming guide <u>having a plurality of rows, each row associated with a respective channel and configured to contain a channel number, multiple time slots, and channel content information for each of the multiple time slots</u>, wherein the personalized programming guide displays a preferred subset of available tagged <u>channel</u> content <u>in response to evaluating the content tag information</u>, wherein <u>channel content information for the channel content that the user is not interested in viewing is not displayed within the respective time slot of the row, and wherein no information is displayed within the respective row for the respective channel that the user is not interested in viewing</u> ~~the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having tagged content from at least two predetermined channels, wherein conflict is resolved between the tagged content from the at least two predetermined channels that match the user profile and occur at the same time by selecting tagged content from one of the at least two predetermined channels that matches a highest order preference in the user profile, and wherein the personalized programming guide excludes tagged content and excludes an identification of a channel number associated with excluded tagged content based on the at least one content rating in the user profile and based on the at least one programming type to exclude~~.

19. (Cancelled)

20. (Currently Amended) The method of Claim 18, wherein the ~~personalized programming guide blocks content tags appended to content to be excluded, as identified in the user profile~~ preferred subset is based on the stored profile, and wherein the personalized programming guide displays the one of the plurality of rows associated with a personalized channel having the tagged channel content from at least two predetermined ones of the channels.

21. (Cancelled)

22. (Currently Amended) The method of Claim 20 ~~18~~, wherein the programming guide scrolls through the at least two predetermined ones of the channels, wherein the method further comprises continuously displaying the ~~at least one~~ personalized channel.

23. (Currently Amended) A computer program product, comprising a non-transitory computer readable storage medium having encoded thereon instructions that, when executed on a processor, cause the processor to perform at least the following:

receive content tag information prior to receiving channel content ~~to which a tag is directly appended, wherein the content tag information comprises content type, content title, viewer age information, viewer gender information, viewer income information, viewer location information, and content rating information~~;

evaluate the content tag information based on a stored profile of preferences for ~~comprising implementing~~ a user ~~profile comprising a stored profile of preferences selected manually by a user in user-assigned order, selected automatically based on user history, and updated automatically based on updated historical information, and wherein the stored profile of preferences comprises user selected criteria comprising at least one content rating to exclude and at least one programming type to exclude~~; and

display a personalized programming guide having a plurality of rows of information, each row associated with a respective channel and configured to contain a channel number, multiple time slots, and channel content information for each of the multiple time slots,

wherein the personalized programming guide displays a preferred subset of available tagged content in response to evaluating the content tag information, wherein channel content information for the channel content that the user is not interested in viewing is not displayed within the respective time slot of the row, and wherein no information is displayed within the respective row for the respective channel that the user is not interested in viewing, wherein the preferred subset is based on the user profile, wherein the personalized programming guide displays at least one personalized channel having tagged content from at least two predetermined channels, wherein conflict is resolved between the tagged content from the at least two predetermined channels that match the user profile and occur at the same time by selecting tagged content from one of the at least two predetermined channels that matches a highest order preference in the user profile, and wherein the personalized programming guide excludes tagged content and excludes an identification of a channel number associated with excluded tagged content based on the at least one content rating in the user profile and based on the at least one programming type to exclude.

24. (Currently Amended) The computer program product of claim 22, further comprising instructions that cause the processor to continuously display a the at least one personalized channel.

25-32 (Cancelled)

33. (New) The method of Claim 18, wherein conflict is resolved between the tagged channel content from at least two predetermined ones of the channels that match the user profile and occur at a same time by selecting the tagged channel content from one of the at least two predetermined ones of the plurality of channels that matches a highest order preference in the user profile.